

# DTSG Brand Safety Certificate



TAN Media  
 701 Highgate Studios  
 53-79 Highgate Road  
 London  
 NW5 1TL  
<https://www.tan-media.com/>

Business/Brands Certified:

TAN Media

Service provided:

Reseller

Month of verification:

June 2019

## Good Practice Principles

## How TAN Media complies

**1** The Buyers and sellers of digital display advertising shall ensure that the transaction is one pursuant to either (a) a Primary Agreement or (b) the specific terms and policies within an agreed or signed contract.

Digital display advertising transactions are governed by TAN Media insertion orders, referencing TAN Media Business Terms and Conditions and the TAN Media Brand Safety Policy.

The TAN Media Business Terms and Conditions are available to view here:

<https://www.tan-media.com/business-terms-and-conditions/>

TAN Media also has agreements with buyers where the Insertion Order is the Buyers and contains the Buyers Terms and Conditions. TAN Media additionally has agreements with programmatic partners where the Buyers terms are agreed.

TAN Media has signed Publisher Service Agreements with Publishers which detail the terms and responsibilities of each party.

**2** A Primary Agreement, or the specific terms and policies within an agreement or signed contract, should include the Buyers' and Sellers' intention as to where the advertising should (or should not) appear.

TAN Media and Buyers Insertion Orders contain intentions and targeting instructions of where advertising should (or should not) appear.

The Buyers and Sellers should select from one or both of the following means to minimise as misplacement:

TAN Media has a global appropriate schedule (whitelist) from which buyers can select sites to run against their campaigns.

A. Independently-certified (to JICWEBS standards Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery): or

Buyers can also provide TAN Media with their own blacklist to run against their campaigns.

B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyers and Sellers pre-delivery).

3

Sellers should confirm the specific provisions applied to minimise the risk of ad misplacement, irrespective of whether inventory is sourced directly or indirectly.

TAN Media confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:

“TAN Media is committed to ensuring both our direct and agency advertisers can rely on exemplary brand safety procedures when running campaigns with us.”

The Brand Safety Policy is available to view here: <https://www.tan-media.com/brandsafetypolicy/>

The Brand Safety Policy (or a link to) is also included on TAN Media’s Insertion Orders.

4

Sellers should be able to explain the process(es) that form the basis of specific provision and/or the reasonable endeavours.

TAN Media’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:

“For Advertisers

- We use Grapeshot (Non-JICWEBS Certified Tool) as standard to block content appearing next to categories including sex, violence, terrorism and drugs. Additional filters can be added upon request
- We provide full media plans before running campaigns with advertisers able to create black or white lists
- We can implement third party tools and verification.
- We maintain stringent control over the sites we integrate, ensuring that these do not include content that is likely to incite violence or spread fake news. We review our sites and placements regularly to ensure they still meet these standards.

For Publishers

- Our publisher team manually review all publishers and sites applying to join our network. Sites are checked for editorial quality, incendiary content and fake news.
- We assess all sites and placements individually to ensure our advertisers appear next to high standards of editorial content.
- We apply third party brand safety tools (Non-JICWEBS Certified) to campaigns running across our network
- We encourage our advertisers to implement third party verification tools on their campaigns.

5

Both Buyers and Sellers should understand any contractual consequences should they fail to monitor this process and respond appropriately to ad misplacement via take down.

The signatory’s take down policy and procedures must be in place, clearly defined and communicated to each customer, including timeframes for take down of misplaced ads.

TAN Media’s takedown policy is included in their Brand Safety Policy on their website and states:

- “We log any take down requests from advertisers, publishers and the general public. Take-down should be within 2 hours during standard working hours and 10 hours on weekends and public holidays. Requests should be sent to [adops@tan-media.com](mailto:adops@tan-media.com) and contain details of the site and advertiser in question.
- Campaigns are run in accordance with our standard terms and conditions available on our website at <https://www.tan-media.com/business-terms-and-conditions/>. Any errors during the flight of a campaign will be governed by these terms and dealt with on a case by case basis.”

**6** Are there any other brand safety measures which you undertake which you might want to inform the market about, for which documentation can be provided, and which can be independently verified or audited?

**Statement of verification provider:**

We have reviewed TAN Media’s policies and procedures for minimising ad misplacement in accordance with the JICWEBS DTSG Good Practice Principles. Our enquiries were designed to independently confirm that the brand safety policies stated have been implemented and clearly documented where required. Our review did not extend to testing the effectiveness of any processes, procedures or controls for ad misplacement.

In our opinion, at the time of our review, TAN Media had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.

JICWEBS Standard:



Verified by:



Address:

ABC  
Saxon House  
211 High Street  
Berkhamsted  
Hertfordshire  
HP4 1AD

**About JICWEBS**

JICWEBS (Joint Industry Committee for Web Standards) defines best practice and standards for digital ad trading in the UK and our mission is to deliver recognized trust and transparency to the market. JICWEBS is made up of the following trade bodies: Association of Online Publishers (AOP), Internet Advertising Bureau (IAB) UK, ISBA – the voice of British advertisers – and the Institute of Practitioners in Advertising (IPA).

**About Digital Trading Standards Group (DTSG)**

The Digital Trading Standards (DTSG) is an UK industry body made up of representatives from across the digital display advertising ecosystem, including the buy- and sell-side. The DTSG is comprised of representatives from advertisers, agencies, agency trading desks, demand side platforms, advertising exchanges, sales houses, advertising networks, supply from side platforms and publishers.